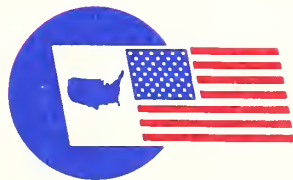
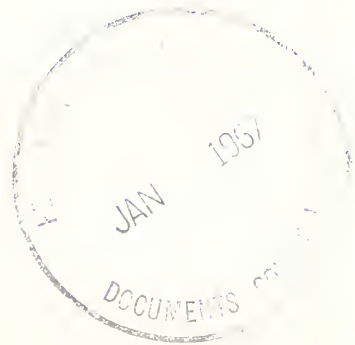


20.1/40-2
9th

PROGRAM REPORT

**UNITED STATES
TRAVEL SERVICE**



U.S. DEPARTMENT OF COMMERCE



*Secretary of Commerce John T. Connor
swears in John Black as USTS Director,
Commerce Director of Personnel
John Will holds Bible.*

9th PROGRAM REPORT

Annual Report
of the Secretary of Commerce
on the
United States Travel Service

January - December 1965



U.S. Department of Commerce

For sale by the Superintendent of Documents, U.S. Government Printing Office
Washington, D.C., 20402 - Price 40 cents



THE SECRETARY OF COMMERCE
WASHINGTON, D.C. 20230

The President
The Honorable President of the Senate
The Honorable Speaker of the House of Representatives

Sirs:

I am pleased to forward herewith the Ninth Program Report
on activities of the United States Travel Service, in compliance
with Section 5 of the International Travel Act of 1961.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "John T. Connor". The signature is fluid and cursive, written in a professional style.

John T. Connor
Secretary of Commerce

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FOREWORD

This report covers activities of the United States Travel Service during all of calendar 1965, in keeping with the requirements of Section 5 of the International Travel Act of 1961. Reports will continue to be filed semiannually through 1966 and annually thereafter, in accordance with Public Law 89-348.

Highlights

	<u>1965</u>	<u>1964</u>
Number of Overseas Arrivals.....	1,040,002	961,647
Percent Gain over 1961.....	101.5	86.3
Number of Mexican Arrivals.....	383,771	324,693
Total Overseas and Mexican Arrivals.....	1,423,773	1,286,340
Percent Gain over 1961.....	99.4	80.2
Receipts from Overseas Visitors.....	\$457 million	\$397 million
Receipts from Mexican Visitors.....	\$265 million	\$250 million
Visitors to USTS Offices Overseas.....	73,463	71,312
Inquiries to USTS Offices Overseas.....	114,927	87,556
London Office Only--Visitors and Inquiries.....	73,915	49,228
Number of USTS Ads.....	267	127
Number of USTS Sales Promotion Pieces.....	10.5 million	7.3 million
Number of Overseas Offices.....	10	9
Number of Overseas Staff (Dec.).....	46	43
Number of Americans-at-Home Cities (Dec.)..	48	35
B-O-P Travel Deficit.....	\$1,743 million	\$1,606 million

GAINS IN TRAVELERS SINCE 1961

	<i>Percent</i>
United Kingdom.....	86.8
Germany	121.0
France.....	120.6
Italy	122.1
Mexico.....	94.1
Colombia.....	130.0
Brazil	103.4
Japan.....	101.1
Australia.....	63.3



*A few of the 454,145 visitors
from overseas that arrived at
Kennedy International
Airport in 1965.*

1

THE OVERALL TRAVEL PICTURE

1965—THE FOURTH YEAR OF PROGRESS

By the end of 1965, foreign travel to the United States had achieved record highs, despite vastly increased competition. The U.S. exceeded the one million mark for overseas visitors, for a gain of 101% since 1961, and Mexican visitors approached the 400,000 figure or 94% better than four years ago. In addition, visitors from Canada are on the increase again.

The trend is continuing upward. More important is the fact that the United States is getting an increasing share of the world market. Worldwide international arrivals totalled more than 117 million in 1965 and the United States received over 7 million of these, not including border crossers (which are counted on other continents). Our 12.3% growth from all areas, including Canada, was 5% more than the world's; comparatively, our rate was 70% better.

Nevertheless, our 1965 overseas visitors total was only 8.1% over 1964 due to two dominant factors. First, the VISIT USA program has now fully matured and the spectacular gains of the three previous years could not be expected to repeat.

Second, competitive destinations have committed

increasingly heavier budgets, some triple those of a few years ago, to lure the international traveler with time and disposable income.

Nevertheless, the U.S. 1965 gain of 137,433 from Mexico and overseas countries compares favorably with past years: 57,729 in 1961; 101,368 in 1962; 177,697 in 1963; and 293,413 in 1964, the first year of the World's Fair in New York City. It may be assumed that some of the 1964 visitors normally would have come subsequent except for this event. Details of specific industry cooperation in all promotion activities can be found in the Travel Promotion section of this report.

Nearly all areas of the world contributed to the 1965 growth of Foreign arrivals in this country. Compared to 1964, Europe gave us 36,000 more visitors, a gain of 8.3%; Latin America contributed nearly 90,000 more visitors, two-thirds of which came from Mexico; and the Pacific areas registered a gain of 10,000 visitors, or 8.4% over 1964. Altogether, Europe roughly accounted for three and Latin America for five of each ten business and pleasure visitors, excluding Canadians.

From 1961, the start of the USTS program, through 1965, the gains from eight leading countries in business and pleasure travel were as shown in table at left.

... the United States represents a tourist destination that is rapidly coming within the means of larger masses of people ...



OVERALL TRAVEL PICTURE *continued*

During 1965, USTS continued to modify its organization to fit the changing needs of its mission. The embassy office in Rome was moved to street-level and a tenth overseas office was opened in the U.S. Consulate at Amsterdam to serve better the growing travel market in the Low Countries.

Advertising and sales promotion activities, devoted largely to regional themes and area information, helped increase the number of inquiries and visitors to USTS offices by approximately 20% during the year.

Early in 1965, the USTS started to gear up for its 1966 promotional campaign built around the theme "FESTIVAL USA-'66." In developing this, private companies, states and cities were called upon to provide tie-in support. Details of specific industry cooperation in all promotion activities can be found in the Travel Promotion section of this report.

FACTORS INFLUENCING TRAVEL

The main factors conducive to increased travel to the United States in 1965 were: (1) prosperous conditions in most major countries and rising disposable income; (2) further liberalization of currency allowances for travel; (3) important trans-oceanic fare reductions and, for the first time, major promotional fares on domestic airlines available to foreigners; (4) a growing effort and organization of the domestic travel industry to receive

visitors from abroad; (5) greater cumulative impact of USTS promotional efforts and office services overseas; and (6) the increasing efforts of private industry working with the USTS as the catalyst.

The new visitor's card in lieu of a formal visa, now available to Mexicans, should provide an additional stimulus for travel from south of the border.

THE TRAVEL DEFICIT

But travel is a two-way street and during 1965 this was never more evident than in the surge of Americans going abroad. It remained the U.S. Government's policy not to restrict travel but to rely mainly on increasing inbound tourist traffic as a means of keeping the "travel gap" within bounds, although legislation was passed basing the \$100 duty-free allowance for returning U.S. citizens on the retail rather than the wholesale value of goods purchased abroad. Our increasing payments deficit in 1965 also required some new efforts to induce more of our citizens to vacation in their homeland.

The total travel deficit rose from \$1,601 million in 1964 to \$1,743 million in 1965. This change of \$142 million consisted of \$67 million in the overseas account, the largest gain in many years; \$7 million in the Mexican account; and \$8 million in the Canadian account. The remaining \$60 million imbalance growth occurred in the fare payments account; that is, the difference between U.S.



citizens' payments to foreign flag carriers and foreigners' payments to our carriers.

The trend at the present time is toward greater travel imbalances. The U.S. market continues to provide the number one target for foreign travel promotion and U.S. citizens have far more disposable income for international travel than the nationals of any other country. But, looking further ahead, the total world travel market is steadily increasing and the United States represents a tourist destination that is rapidly coming within the means of larger masses of people who have never crossed an ocean before. With 1967 due to be designated as International Travel Year by the United Nations, this could mark a turning point in the trend toward ever higher travel deficits, provided government-industry promotional efforts are stepped up.

FEDERAL TRAVEL COORDINATION

In order to provide better government-wide coordination of tourism policy, the President in February asked Vice President Humphrey to head a Cabinet committee on travel planning and promotion, composed of the Secretaries of Commerce, Treasury, and the Interior, together with Governor Ellington of the Office of Emergency Planning and Sargent Shriver, Director, Office of Economic Opportunity. Since June, the USTS has participated in the committee's meetings, in staff-level dis-

cussions, and has provided various studies and position papers to this group.

The Government has also recognized the need for a vigorous effort at home to encourage U.S. citizens to see their own country. On May 1, the President appointed Robert E. Short to head an industry campaign to promote domestic travel, as provided in the so-called Ullman Resolution, H. J. 658 (which also designated 1966 as a FESTIVAL USA year). The organization to accomplish this, Discover America, Inc., came into full operation during the year.

OTHER COOPERATION

During 1965 the USTS continued to receive the valuable support of the Travel Advisory Committee, appointed by the Secretary of Commerce.

The 55 state and territory liaison officers also gave valuable and continuous assistance to the USTS.

Finally, and equally significant, mention should be made of the continuing work being done by industry and communities in the United States to bolster host services for foreign visitors. Other nations have a long head-start in this field, but the United States appears to be catching up. New booklets, educational films, facilitation measures, industry cooperation, and the Americans-at-Home program have all produced better results in 1965 in this important area.

*Members of the 1965 Travel Advisory
Committee of the Department of Commerce
meet quarterly in Washington for
all day sessions with USTS.*



2

GOVERNMENT-INDUSTRY PARTNERS IN PROMOTING TRAVEL

The total effectiveness of the VISIT USA and FESTIVAL USA '66 programs in promoting travel to the United States depends largely upon the degree of cooperation received from private industry. The year 1965 gave additional evidence of industry's willingness to participate in joint planning efforts. Advertising, sales brochures, films, posters and many other selling tools developed by carriers, agents, tour operators, hotels and motels, use the VISIT USA slogan and the USTS logo.

Additionally, the entire transportation industry—carriers, buslines, railroads—developed new promotional fares for the foreign visitor.

Support for joint campaigns was also given by the various travel industry organizations such as the American Society of Travel Agents, National Association of Travel Organizations, Air Transport Association of America and others. A newcomer was Discover America, Inc., a privately financed organization which was established in May. Its work is being closely coordinated with the USTS-VISIT USA program.

USTS—A CATALYST

The various forms of cooperation which private industry has given to the international travel program would probably not have been forthcoming in such large measure without the leadership and support of the USTS and other Government agencies. Sizable investments by private industry have now been made in both overseas and domestic programs

to lure foreign travelers to the United States and to make their stay successful. In this, the USTS has served as a catalyst, and advisor, and a coordinating agency. From the USTS's advertising and sales promotion themes, private industry has taken its cue. A growing number of tie-in promotions were developed throughout 1965, culminating in the FESTIVAL USA '66 plans for the coming year.

FARES AND IMPROVEMENTS

No group within industry has worked harder in promoting travel to the United States than the international carriers and the transportation industry within the United States. Significant fare improvements have resulted during 1965. These included the following:

- In May, thirteen local service airlines reduced their VISIT USA pass plans from \$210 to \$150 for 21 days of unlimited flying. These passes are interchangeable among these airlines.
- The first flat-rate air fare for foreign visitors offered by a domestic trunk carrier became effective in June when Delta Airlines inaugurated a VISIT USA pass plan permitting 30 days of unlimited air coach travel at \$220 for foreign travelers residing more than 100 miles from the U.S. border.

Since then nearly all of the other domestic trunk carriers have offered similar plans ranging

*Numerous buslines
airlines, hotels and
other segments of U.S.
industry set special rates
and cooperate with the USTC
program, making it
practical for visitors
such as these French
students to come
to the U.S.A.*

GOVERNMENT-INDUSTRY PARTNERS *continued*

from 30 to 90 days and from \$150 to \$220 for air coach travel. By the end of the year the CAB had approved all of these rates with the exception of a few approved in early January 1966.

- Both Pan American Airways and Trans World Airlines took major steps to lower transatlantic air fares, especially during the summer travel season.

- All transatlantic carriers increased their charter air service and agreed to important special fare reductions for 1966 at the IATA Bermuda Conference in October. These agreements included special westbound directional group fares, another "first" for the transatlantic routes.

- Braniff International Airways introduced a special excursion fare for Latin American students and a precedent-setting fare permitting foreign travel agents to make unlimited familiarization trips over the Braniff domestic system.

- IATA Airlines servicing Caribbean and Latin American countries placed a special 17-day new excursion fare into effect.

- In addition, Greyhound and Continental Trailways, plus a number of independent buslines, continued to offer special interchangeable fares of \$99 for 99 days.

- Gray Line extended its "Sight-Seeing Unlimited" package of 15 days for \$52 and 21 days for \$62 to international visitors.

- The railroads of America have also adopted new special fares for international visitors providing up to 30% reduction on roundtrip fares. The

eastern railroads have also adopted special reductions for one-way fares.

- Finally, Hertz, Avis, and National car rental companies announced a special \$99 per week, unlimited mileage plan, which should be of particular convenience to foreign visitors.

FESTIVAL USA '66

No campaign thus far undertaken by USTS has received as much industry cooperation as FESTIVAL USA '66, planning for which started as early as March 1965. With the help of the State Liaison officers, a preliminary list of festivals was compiled in April.

By May, 33 U.S. carriers, major hotel chains, and other members of the travel industry were actively cooperating on advertising and sales promotion plans and on creating special tariffs. During the summer, the first private industry FESTIVAL folder was produced by Delta, and Braniff announced the first special fare for the program.

With the signing of the FESTIVAL proclamation by the President in October, the signal was given for all-out government-industry efforts. The American Express, the Matson Line, the Hilton Hotels and Sheraton Corporations, the Air Transport Association, the buslines and the major airlines all joined the FESTIVAL promotion, especially highlighting fiestas and festivals along their routes



and in their areas. Foreign carriers also cooperated fully with the program.

During the latter half of the year, the USTS staff worked closely in developing the FESTIVAL theme and program especially with the States, individual cities, convention bureaus, and local tourist attractions throughout the country.

OTHER COOPERATION

An increasing number of tour operators, travel agents, hotels and motels are making promotional efforts to attract and receive foreign visitors.

Other supporting efforts included industry's cooperation in bringing travel agents and travel writers to the United States and in providing USTS offices overseas with useful literature, in accordance with new guidelines adopted for this purpose, as discussed in other parts of this report.

ACCOMMODATIONS AND TOURS

A very useful new brochure on hotel and motel accommodations, entitled "Guide for International Tour Directors" was published in 1965 by the American Hotel & Motel Association, and is being distributed by USTS offices overseas.

In November, both domestic and overseas staffs of the USTS met with the Creative Tour Operators Association at their Washington, D. C., convention

in order to discuss better ways in which U.S. tours can be marketed abroad. This was an important travel symposium which should bear fruit for future promotions to foreign travel agents, carriers, and potential visitors.

TRAVEL RESEARCH

The travel industry continued its policy of cooperating fully with USTS in international travel research. Air carrier assistance made possible a survey of international visitors at Kennedy International Airport in December.

Trans World Airlines also provided interesting and useful information concerning the reaction of a group of 36 European travel writers who had visited the U.S. in May under its sponsorship.

TRAVEL ADVISORY COMMITTEE

The USTS continued to benefit from the counsel and cooperation of members of the Travel Advisory Committee, appointed by the Secretary of Commerce. The 36 representatives from the travel and tourism field and two special advisors met with the USTS in Washington on February 23, May 18, August 17, and November 16. In the final meeting they were able to discuss overseas operations directly with the USTS regional directors gathered in Washington at that time.



8PA

Airways.

Millionth visitor arriving
atop Pan Am Building, N.Y.
via helicopter service.

3

PROMOTING THE USA AS A TRAVEL DESTINATION

The main focus of the USTS is directed at the ultimate overseas targets—potential foreign visitors, carriers, and travel agents. A total worldwide sales communication plan, prepared, developed, and coordinated in Washington by the Travel Promotion Division, has now completed its fourth year with significant results.

Advertising, sales promotion, public relations, and personal calls are the tools used on the firing line by the USTS overseas offices, ten in number by the end of 1965, including a new office in Amsterdam. The Bogota, Sao Paulo, and Amsterdam offices are located in consulates and serve primarily as trade contact centers, while the other seven, in London, Paris, Frankfurt, Mexico City, Tokyo, Rome, and Sydney, are street-level offices which also service the general public. These activities report to the Travel Promotion Division.

The 1965 spring promotional campaign was devoted to regional themes, stressing the vacational variety to be found in seven major areas of the United States. Unlike previous campaigns which stressed economy and hospitality, last year's promotions were aimed toward dispelling misconceptions or worry about the vastness of the United States as a travel destination. This was accomplished by offering specific ten-day or two-week tour suggestions starting at major ports of entry and covering the Middle Atlantic, the Southwest, the South Central, the Southeast, the Rockies and the Northwest, the Midwest, and New England.

ADVERTISING

USTS consumer and trade advertising appeared in 47 newspapers and magazines throughout the world with a total of 236 individual insertions; these reached an estimated audience of 17 million and a far greater audience through multiple readership. Print media in France, the United King-

The Secretary shall develop, plan, and carry out a comprehensive program designed to stimulate and encourage travel to the United States by residents of foreign countries for the purpose of study, culture, recreation, business and other activities as a means of promoting friendly understanding and goodwill among people of foreign countries and of the United States.

Sec. 2(1). International Travel Act of 1961

dom, Germany, Mexico, Japan, and Australia/New Zealand were carefully selected with the help of local advertising agencies, after readership surveys and local market research. Some provincial newspapers were used in the United Kingdom and in France on a test basis in order to gain exposure outside the main metropolitan areas.

Consumer advertisements highlighted the foremost attractions of each region through the use of five appealing photographs which captured its typical flavor and appeal.

These advertisements also contained coupons offering free travel planning material. More than 30,000 coupons were received.

For the first time, USTS launched a television advertising campaign abroad—a 26-week series of half-hour documentary programs over the Japanese NTV Network, reaching an estimated audience of four million viewers. These shows included interviews with travel leaders, travel film clips, English lessons, discussions with returning Japanese tourists, and a premium offer of a U.S. road map which produced more than 10,000 requests immediately following the first telecast.

Trade advertising continued to inform local carriers, travel agents and tour operators of latest travel developments, specific costs and service information about the U.S. market. Many carried coupons and order forms dealing with such subjects as accommodations, railroads, airlines, car rental, and special travel bargains. These advertisements were varied by each local USTS office to suit its specific needs within each assigned marketing area.

In all of these activities, USTS was aided under contract by the D'Arcy Advertising Company and its overseas organization.

SALES PROMOTION

During 1965 more than 9,500,000 copies of 46

Ninety thousand copies of these new posters promoting travel to the USA were distributed worldwide in 1965.



Travel a New World
see the USA 



Travel a New World
see the USA 

PROMOTING THE USA *continued*

items in nine languages were created and/or produced by the Travel Promotion Division for use in USTS offices abroad. These included the reprinting of 25 items produced during earlier years of the program, three new folders, four posters, three counter cards, a mass giveaway folder, two shell folders and window display materials.

Sales promotion materials were designed and prepared with the help of Merchandising Programs, Inc. of New York, under contract.

Folders

Printing of three major folders—"How To See the Northeast," "How To See the Southwest," and "Historic Landmarks" were completed and more than 3.8 million of these were distributed to USTS offices abroad. These include suggested tours, a map and lists of area attractions.

Almost 2 million copies of a VISIT USA giveaway folder were also sent overseas, and another 2 million shell folders were designed and printed. The latter provided space for printing of package VISIT USA tours; one shows general views of U.S. travel attractions and the other features FESTIVAL USA '66.

In production are two new folders for the regional series, featuring "How To See the Southeast" and "How To See the Northwest."

"Arts USA" was designed for 1966 printing to augment the USTS series of topical brochures which has already included folders on regional foods, industry and national parks. This major 64-page brochure is a handsome pictorial guide to the nation's visual and performing arts attractions, including museum, art gallery, and concert hall items of interest.

Posters

The series of State posters was augmented by a printing of 90,000 copies of 5 new scenes:

- | | |
|--------------|------------------------------------|
| Ohio | --A covered bridge. |
| Pennsylvania | --Independence Hall, Philadelphia. |
| Missouri | --A river paddle-wheeler. |
| Virginia | --Mt. Vernon. |
| Vermont | --A village autumn scene. |

Two posters on FESTIVAL USA '66 were printed; one showing a brilliant fireworks burst over a city skyline, and the other, a gay square dance scene.

Displays

Two window displays were developed and more than 9,000 of these are available for USTS promotion overseas. The first consists of a colorful U.S. map divided into seven regions, each containing photos of typical travel attractions in the area. The other is a mobile display of eight various size cardboard boxes with a total of forty color photographs of scenic attractions. These can be arranged in a multitude of combinations.

These window displays are used by carriers, travel agents, banks, and in many other outlets.

Counter Cards

A total of 15,000 counter cards were produced. The three new cards show:

- A San Francisco cable car.
- A three-dimensional view of Bryce Canyon.
- The midtown New York skyline featuring the U.N. building.

FESTIVAL USA '66 Promotion

In addition to those already mentioned, prepara-



Traveling in Michigan
see USA



Traveling in Michigan
see USA

tions for 1966 included the design and a reproduction sheet of a FESTIVAL logo in various sizes and colors, streamers for general point-of-purchase display, small gummed stamps with the logo in two colors to be used in direct mailings, and a letterhead in four colors.

The USTS also reprinted a magazine map that pictured 100 major festivals throughout the nation.

DOMESTIC SUPPORT

In order to make maximum use of state and city tourist attractions, industry, and association sales promotion literature, and to encourage production of multilingual folders, the USTS formulated new guidelines for acceptance for distribution. Such literature must feature transportation, accommodations, sight-seeing and national attractions with widespread appeal abroad, or be devoted to significant new rates, fares or services for the international visitor. These and their translations require USTS Washington approval before direct delivery to USTS overseas offices.

Literature pieces by the hundreds of thousands were provided by these sources, including display materials for use in USTS offices and at trade fairs.

STATE PROMOTION

Close contact was maintained for promotional cooperation with the state and territory liaison officers. As a result, the USTS shipped overseas almost a half million state, city and association brochures and pamphlets, many of which were in foreign languages. For instance, Texas began distribution of Spanish materials, and Seattle developed a series of brochures in five languages.

Numerous states and cities undertook sales missions overseas designed to develop interest among

the foreign travel trade in selling their clients VISIT USA programs. The State Promotion office and all USTS overseas offices gave valuable help to all of these missions, arranging schedules, appointments, interviews and receptions. Alaska and Michigan enjoyed especial success in their overseas efforts.

The State Promotion office staff also participated in numerous travel organization meetings around the country, including the regional meetings of the National Association of Travel Organizations.

But, the main focus of liaison efforts with the states was the preparation for the FESTIVAL USA '66 campaign. Continuous personal contact and follow-up work was maintained with various festival managements in order to enlist their support for the program and to obtain photos, feature stories, and brochures. Over 50 festival managements were personally contacted from Puerto Rico to Seattle and from Southern California to Maine.

MEDIA RELATIONS

Serving the Press

The Media Relations Department functions as the public relations and publicity arm of the USTS abroad and at home. Nine overseas offices and USTS/Washington have firms under contract to provide editorial and program support for these activities.

The domestic press was supplied throughout the year with news of increases in overseas visitors, results of overseas research, FESTIVAL and other special information, and feature news stories. The department maintained regular contact with the trade press and worked with editors of consumer media on a variety of exclusive stories ranging from the Americans-at-Home program to foreign visitors' likes and dislikes of

PROMOTING THE USA *continued*

American food. Monthly newsletters and bi-monthly VISIT USA digests containing a compilation of timely and significant news stories which have appeared in the press also served to keep the travel industry informed.

Twenty-three editorial support packages of illustrated material on FESTIVALS, area attractions, new facilities, and other features were provided to USTS offices abroad for tailoring to individual markets. In addition to articles and releases provided through regular channels, 65 stories were especially written by experienced U.S. travel writers.

Films and Photographs

A catalog of approximately 2,000 black-and-white photographs, covering attractions and facilities in virtually all of the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, American Samoa, Guam, and the U.S. Virgin Islands was developed and is designed to permit continued additions as pictures become available. USTS posts abroad can order prints of the pictures as required.

There were 2,850 film showings sponsored by USTS offices abroad during 1965, reaching an audience estimated at more than 11,000,000, including TV viewers. Nine new film subjects were acquired by USTS from industry. With the withdrawal of several obsolete World's Fair films late in the year, the number of film subjects available for showings through one or more of the USTS offices totaled approximately 110 at the end of the year.

Finally, the USTS produced some major films for the first time, including a special 15-minute one for FESTIVAL USA '66, featuring the sounds and views of the colorful pageantry of major U.S.

fairs, parades, and festivals. Two regional films, the first of a series, were produced: "The Golden West" and "The Magnificent Northwest." Also, in cooperation with other U.S. government departments, a 15-minute film entitled "Destination USA" was produced to explain entry formalities.

Visiting Journalists

Under a program initiated in FY 1965 and conducted jointly with the government tourist offices of Canada and Mexico, a total of 14 journalists and 9 travel agents from Western Europe made familiarization tours of the three countries during the year. In addition, USTS sponsored tours of the United States for two journalists each from the Mexico City and Tokyo office areas, and one each from Bogota, Sydney, Sao Paulo, Buenos Aires, Paris, and London. Tours by these journalists resulted in excellent coverage in major media throughout the world.

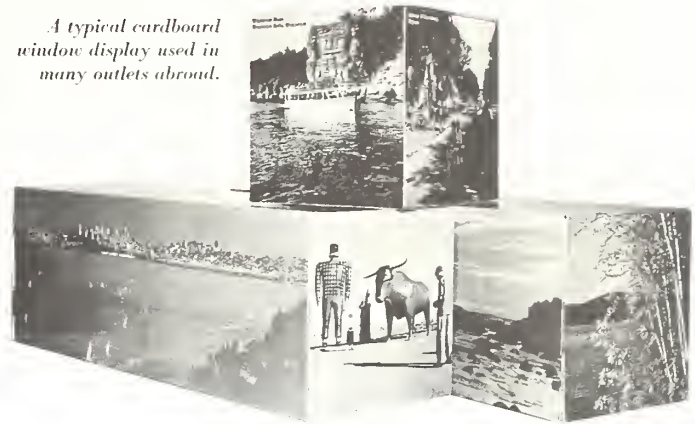
Other Projects

- New York Summer Festival Queen Gladys Moir, accompanied by Charles Gillett, Vice President of the New York Convention and Visitors Bureau, spent most of April in eight European cities promoting visits to the United States, in cooperation with USTS European regional offices. She had previously spent three and one-half weeks on a similar South American tour in January and February. Both tours generated considerable publicity for the VISIT USA program, with some 30 articles, many illustrated, appearing in Sao Paulo newspapers alone.

- From April 22 to May 3 a trade and travel



A typical cardboard window display used in many outlets abroad.



mission of Michigan businessmen, led by Governor George Romney, visited Frankfurt, Rome, Paris, and London. USTS offices arranged meetings with the industry and press for a presentation of Michigan's attractions.

- In cooperation with the Boston Symphony Corporation, arrangements were also made in April to provide each USTS overseas office with a press kit on the Berkshire Music Festival. Musical Director Erich Leinsdorf prepared tapes in English, French and German announcing the 1965 program and urging listeners to travel to the United States. The kit also contained a Boston Symphony press book, releases on special guest artists and the 1965 program, photographs, a story on the Tanglewood and nearby festivals, and three Boston Symphony recordings.

- Executives of U.S. firms with foreign operations were encouraged to develop VISIT USA programs for their personnel abroad through a brochure, "The Singer Story," published by USTS in May. The booklet tells how the Singer Company's VISIT USA 1964 program for more than 1,000 overseas employees fostered better company-employee relations and helped the U.S. balance of payments. Details of the program were later given at the International Economic Affairs meeting of the National Association of Manufacturers in New York City in October.

- In July, Mrs. Esther B. Horne, great-great-granddaughter of the Lewis and Clark Expedition guide, Sakakawea, toured Europe under the sponsorship of the VISIT USA-VISIT NORTH DAKOTA Committee. USTS offices in Europe cooperated in arranging receptions with the travel industry and in providing Mrs. Horne a platform for stimulating interest in the Great Plains.

- USTS assisted Scandinavian Airlines system and the State of Alaska during October in conducting

an 11-day promotional tour of several European countries. The group included Senator and Mrs. E. L. Bartlett, and Governor William Egan who joined the tour for part of the schedule. Excellent press and television coverage was obtained throughout and USTS made follow-up mailings.

- On December 22 the United States welcomed the arrival of its millionth overseas visitor--marking the first time as many as one million guests have come to this country from overseas in a single year. Mrs. Anthony Howard, a 23-year old Briton, was greeted by Federal officials upon arrival at Kennedy International Airport. She and her husband received numerous messages of welcome, including wires from Vice President Humphrey, New York Senator Javits, Governor Rockefeller, and Mayor Wagner. The Howards visited Tucson, Arizona, and were guests at the Rose Bowl game in Pasadena.

FESTIVAL USA '66 Support

- On October 2, President Johnson signed a proclamation extending "a special invitation to citizens of other countries to visit the festivals, fairs, pageants, and other ceremonies that will take place in 1966 in the United States of America, its territories and possessions, and the Commonwealth of Puerto Rico." The proclamation also invited private industry to continue to encourage both American citizens and citizens of other countries to visit these events throughout the year. Formal announcement of USTS plans for FESTIVAL USA '66 on October 5 was then made by press receptions held simultaneously in New York City and Washington, and sponsored by the Air Transport Association of America. Since then, special FESTIVAL USA '66 press kits have been distributed monthly to overseas posts.



Mail leaving USTS London
in response to coupon requests
following appearance of
first 1965 VISIT USA ad.

4

NOTES ON OFFICES ABROAD

USTS LONDON

The USTS office at 22-25 Sackville Street continued to serve the seven country areas of the United Kingdom, Ireland, Iceland, and the four Scandinavian nations. By the end of the year, however, plans were well advanced for the 1966 opening of the USTS office in Stockholm to cover the Scandinavian area.

Business was brisk all year, despite concern about possible British government restrictions on travel. For the first time, however, the UK travel industry recognized the United States as a profitable and marketable travel destination.

The result was a 6.1% gain in travelers to the United States from the area, those travelers incidentally spent an estimated 170 million in the U.S., and an increase of 50% in numbers of inquiries.

Promotions included 45 VISIT USA nights which reached 12,500 potential travelers. In addition, USTS films were shown 606 times to audiences totaling 91,000. Also, as the largest operation over-

seas, the London office distributed more than 2 million pieces of promotional literature.

Main events included a growing number of newspaper sponsored charter group transatlantic trips organized for readers. These involved many provincial papers as well as some on Fleet Street.

The largest single event during the year was the May American Fortnight in 10 US Selfridge's department stores and the simultaneous "Shop American" two-week promotion at nine provincial Lewis stores.

In December, the millionth overseas visitor to the United States, a Briton, received major coverage in the English press.

USTS/London also coordinated the European three-country program of journalist visits to the United States sponsored by the United States, Mexican and Canadian tourist offices.

Training seminars for travel agents continued to be an important activity. Pan American, TWA, BOAC, American Express, United Air Lines and

VISITORS TO OFFICE, TELEPHONE INQUIRIES, WRITTEN INQUIRIES, 1964-65

	London	Paris	Frankfurt	Rome	Mexico City	Bogota	Sao Paulo	Sydney	Tokyo	Total
1964										
Visitors to office...	20,592	8,664	8,101	1,064	12,904	5,213	2,167	5,947	6,660	71,312
Telephone inquiries...	16,923	3,454	6,507	3,759	1,484	431	674	5,855	4,657	43,744
Written inquiries....	11,713	6,523	8,136	1,086	500	375	13,456	1,367	656	43,812
Total.....	49,228	18,641	22,744	5,909	14,888	6,019	16,297	13,169	11,973	158,868
1965										
Visitors to office...	19,792	9,681	6,217	2,311	17,215	3,994	3,353	5,357	6,643	73,463
Telephone inquiries..	24,124	4,777	5,206	4,209	3,317	467	563	8,085	6,100	56,848
Written inquiries....	29,999	8,804	11,168	1,709	535	368	2,571	2,237	686	58,079
Total.....	73,915	23,262	22,591	8,229	21,067	3,729	6,487	15,679	13,429	188,388

Interior, USTS Frankfurt.



OFFICES ABROAD *continued*

other industry groups cooperated with USTS to make the seminars most fruitful.

Charter Groups

The more important from the UK area included: the Fleet Street Press Association, Rotarian Association, the BBC, Overseas Families and Friends Assn., Federation of Master Builders, Ford Motor Co., Cement and Concrete Assn., Federation of Sussex Industries, and the Hotel and Catering Institute. An estimated 20 thousand Britons visited the United States by charter flight in 1965.

Important group visits to the United Kingdom included the Alaskan Travel Promotion Group, and State Missions from Ohio and Michigan.

Research was conducted through direct mail and by a survey made by Marketing Programs, Inc., in order to determine the potential of UK travel to the United States, the effectiveness of the USTS promotion programs, and to establish a profile of the British traveler.

USTS PARIS

The western craze hit France during 1965 and resulted in heightened interest in travel to the United States. By the end of the year 103 thousand people, an increase of 9.1% over 1964 came to our shores from France, Benelux, Spain, and Switzerland. More than one-half of these came from France.

Major group charters included Swiss Chemists and Pharmacists, Perfume Retailers, Hairdresser's Association, Kodak Pathe, the ENSAGA

Insurance group, the Academie de Paris and the Louvre Museum.

Main events were the June promotions with the Brussels stores, Nouvelles Galeries d'Ixelles and Au Bon Marche, and the American Fortnight in Dunkirk in November where 7 USTS films were shown continuously. In the autumn, FESTIVAL USA '66 was launched on nationwide television on two separate programs, including a televised press conference held at the USTS office. The two shows reached an estimated audience of 15-20 million.

USTS Paris engaged actively in 13 fair participations in 8 French cities, Brussels, and Barcelona, and 3 film festivals. A USTS film, "Splendours of the American West" won second prize at Marseille. Major efforts were made at the Le Bourget Air Show and the Barcelona Trade Fair.

Cooperating organizations during the year included Pan Am, American Express, Wagons-Lits, the French Line, Zim, Air France, U.S. Lines, and United Airlines all of which gave valuable support to the entire program. This particularly involved the 33 USTS seminars and workshops as well as the 19 VISIT USA nights, including one in Spain and two in the Benelux area in Antwerp and Utrecht.

Visiting delegations included the U.S. Houseware Trade Mission in February, the ALTA/TWA group in June, the Pan American Airways Convention Promotion tour in July, and state delegations from, West Virginia, Alaska, Nebraska, and Michigan, the last three headed by their governors.

Richard Henry assumed the duties as director of the USTS Paris office in January. In November, the deputy director, John Jaeckel moved to Amsterdam to open the USTS office there.



VISIT USA window in Frankfurt, Germany, department store.

USTS FRANKFURT

The outstanding development of 1965, spurred by a major change in attitude toward the U.S. as a travel destination was a 40% gain in tour offerings. The result was an increase of 9.3% in travelers from West Germany, Austria, and German-speaking Switzerland. West Germany provided 84,000 visitors.

Major charter group travel included Free Masons, the German Labor Union Executives, the Munich Symphony Orchestra, the Mayors of Hesse, and many business and professional study groups who attended international congresses in the United States.

Main activity continued to be dominated by department store USA weeks of which the outstanding example was the August Ruhr-Park Shopping Center promotion in cooperation with Lufthansa. Ford Motor Company cooperated with promotions in 51 Hertie stores and the 14 Rheinbruecke stores in Switzerland also featured USA weeks and VISIT USA promotions. Store promotions were also set up in 10 other German cities and in Vienna and Zurich.

Cooperation was received throughout the year for tie-in advertising and seminars and 19 VISIT USA nights from Lufthansa, Pan American, Icelandic Airways, EAL, Sheraton Hotels and others.

USTS Frankfurt also promoted VISIT USA at trade fairs in Vienna, Hanover, and Berlin.

Visiting delegations included state missions, from Oregon, Alaska, and Michigan, accompanied by the governors of those states, city missions with their mayors from Boston and Philadelphia in connec-

tion with a Lufthansa inaugural flight, and a group from the American Hotel and Motel Association.

In the latter part of the year, considerable direct mail and research studies in depth were made among the German market to measure future potential and effectiveness of present promotions.

USTS ROME

Highlight of the year for USTS/Rome was the opening on June 15 of a street level office, enabling the staff to better serve the public. The Office had formerly operated from an Embassy annex building confining service mainly to the travel industry. During the five and one-half months following the opening of the office, 1,540 visitors were served, a 254 percent increase over the 583 who called at the old Embassy office over the same period in 1964. Overall figures for the area showed an 18 percent increase in business and pleasure travelers to the United States.

A significant main event took place in February, when Las Vegas became the first American city to participate in the annual San Reno "Europe in Flower" festival. USTS assisted in obtaining press and television coverage and, in cooperation with the United States Navy, located Indian participants from the personnel of the destroyer, U.S.S. CONE.

Major groups included Italian Workers Recreational Association, 416 persons, Finnider Italsider, 282 persons, and Milan Polytechnic, 153 persons. Other groups of over 100 were Valigia Diplomatica, Association of Bank Managers, American Chamber of Commerce for Italy, Businessmen of Torino and

OFFICES ABROAD *continued*

the Intercontinental Club of Rome, for the greatest group and charter year on record.

USTS/Rome participated in three Trade Fairs for which they supplied USA travel promotional material.

Cooperating organizations included Alitalia, Pan American, TWA, Transitalia, I Grandi Viaggi and American Express.

USTS/Rome had an unusually active film program. Thirty-five different films were shown 1,016 times to audiences totaling 116,000.

USTS AMSTERDAM

John Jaeckel, formerly Deputy Director, USTS/Paris, assumed his duties as Director for Benelux on October 25th, in an office in the American Consulate in Amsterdam.

The last two months of 1965 were devoted to establishing closer relations with the Benelux travel industry, launching the FESTIVAL USA '66 campaign, including the use of trade advertising, cooperating with the American Hotel & Motel Association mission, and to staffing the new office. The Holland America Line and Pan Am cooperated in VISIT USA seminars in Amsterdam and Rotterdam respectively.

USTS MEXICO CITY

A major breakthrough in entry formalities was achieved in September when border crossing cards for multiple entries into the United States were made available to all residents of Mexico. These

four-year cards, available free of charge at Embassies and Consulates, eliminate the need of obtaining by business and pleasure travelers to the U.S.

The New York World's Fair attracted thousands of visitors from Mexico and Central America; Mexico monthly reports reflect a total of 36 groups and charters from that area between May and September.

Major groups included Mexican Schoolteachers, Mexican Olympic delegations, Lions Club, a group of over 100 to the New Orleans Mardi Gras and numerous groups to nearby San Antonio.

Main events included USTS promotional participation in the Teziutlan State Fair, visited by over 60,000 in mid-August. USTS was awarded a 4th place trophy for its exhibit, after Chrysler, Philco and Ford. In October, with the cooperation of Embassy and Consular officials, VISIT USA seminars for agency and carrier personnel were held in Honduras, Nicaragua, Costa Rica and El Salvador over a nine-day period. Festival presentations were given to travel industry officials in Mexico City, Guadalajara and Monterrey, and special VISIT USA programs were arranged in Merida and Guatemala in connection with the visit of Myron Sutton of the National Park Service.

Cooperating organizations on training seminars included American Airlines, Aeronaves, Pan American, Eastern, Braniff, Western and CMA; the Mexican Travel Agents and the Central American Travel Agents Associations also lent their talent and support to the VISIT USA program.

Visiting delegations from the United States included American Airlines officials in January, the San Diego Chamber of Commerce delegation in



February, El Paso Chamber of Commerce delegation in March, New Orleans tourist officials in April, San Francisco World Trade Center delegation in October and Western Greyhound officials in April and December.

USTS BOGOTA

USTS/Bogota, located in the American Embassy, continued to serve the travel industry throughout northern South America, the Caribbean and Panama.

Regional Director Miss Jeanne Westphal, who resigned in February, was replaced by Hans Regh, formerly Deputy Regional Director, USTS/Frankfurt.

The economic climate in 1965 in Colombia was most unstable, with the peso fluctuating widely during the first nine months. This resulted in approximately 70% higher costs of travel to the United States, and the Government gave serious consideration to the imposition of restrictions on travel.

The foregoing conditions contributed to a drop in visitors from Colombia of 22.9% from the previous year. This was partially offset by substantial gains in travel from other countries served by USTS/Bogota: Venezuela, 19.4%; Peru, 18.4%; and Panama 22.6%. The overall gain from the Bogota area was 5.2%.

Sales seminars were held in Bogota, Caracas, Kingston, Lima, and Quito. And more than 120,000 state and USTS brochures were distributed to visitors to the USTS exhibit at the International Pacific Trade Fair at Lima, October 30-November

That these increases occurred despite unsettled economic conditions, rising taxes, decrease of real

14, which was visited by approximately 75,000 Peruvians.

Through the cooperation of the various Embassies and Consulates 150,000 pieces of USTS promotional material were efficiently distributed throughout the Caribbean area.

The major single event of the year was the VISIT USA Week held in Lima, October 10-18. During this period, agencies, carriers and store windows featured United States displays; a major exhibition took place in a large downtown gallery; widespread publicity was given to the program on radio, television, and in the press including a special 24-page VISIT USA supplement in *La Prensa*. Three travel trade seminars were held to launch FESTIVAL USA '66.

In February, a group of 25 Miami business and travel executives, led by Mayor Robert King High, visited Bogota to promote Miami's travel attractions.

In connection with the Braniff International Latin American VISIT USA Promotion Tour, the Regional Director addressed over 5,000 potential visitors in Lima, Guayaquil, Quito, Bogota, Medellin, and Panama.

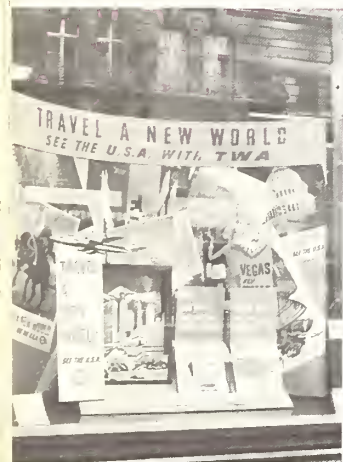
USTS SAO PAULO

The area served by this USTS office—the southern portion of South America—is one of the fastest growing travel markets; an overall increase over 1964 of 16.1% and a total of 61,267 visitors to the United States was achieved during the reporting period. Increases ranged from 13.7% for Brazil to 20.3% for Argentina.



USTS AROUND THE WORLD

*Typical Activities of the
Travel Service Offices
Abroad During 1965*



1. N.Y. Summer Festival Queen promotes World's Fair in Paris.
2. Regional Director Karl Kuhn staged special Puerto Rico night in Frankfurt.
3. Qantas Airline VISIT USA promotion in Australia.
4. Window display at USTS office in Rome.
5. American Express Company window in Rome.
6. Trans World Airlines window in London.
7. U.S. Ambassador to Italy, Frederick Reinhardt, cuts ribbon formally opening USTS/Rome office.



8. Symbolizing first festival of the year, USTS Regional Director for Australia and New Zealand pins Tournament of Roses corsage on Miss Audrey Armitage, travel editor of Australia's Woman's Day. At right is Geoffrey Jenkins of International Travel. Both attended special FESTIVAL USA '66 seminar in Sydney.

9. Travel experts stage a VISIT USA seminar in Great Britain.

10. Display in window of USTS office in Frankfurt.

Left: Ambassador to Peru, J. Wesley Jones, cuts ribbon formally launching "America Week" in Lima. Regional Director Hans Regh is at his left. Center: USTS Tokyo cooperated with State of Florida at special breakfast for Japanese travel trade. Right: U.S. Travel Show at Tokyo's Trade Center attracted dignitaries and press to opening.



OFFICES ABROAD *continued*

incomes, devaluation in some countries, and additional restrictions on currency allowances in others, is testimony to the effectiveness of USTS and travel industry promotions and to the breadth and vitality of the market area.

Major events of the year included a visit by Miss World's Fair, under the aegis of the New York Convention and Visitors Bureau and Pan American World Airways, coupled with extensive promotion for that attraction early in the year by Braniff International.

A series of six major VISIT USA nights were held in the area.

Growth of charter and group business travel was extensive during the year. Evidence of the businessman's interest was exemplified in the number who traveled to the Chicago Machine Tool Show, the Dallas Pan American Cattle Show, and the Textile Machinery Exhibition in Atlantic City.

Group travelers from the Sao Paulo market also included the Brazilian Dental Society, Rotary International, Lions International, the Argentine Medical Association, both the Argentine and Brazilian Societies of Notaries Public, and the Argentine Textile Manufacturers.

This represented the first major appearance of a segment which heretofore in South America has been singularly invisible in the travel picture—the middle income groups.

USTS SYDNEY

The year was marked by important changes in the region: a marked increase in air and steamship services to the United States, including the new Air

New Zealand's USA services and the establishment of the first jet airport at Auckland, New Zealand; and a trend towards more modern Travel Sales Techniques.

Despite the very severe drought which affected the Australian economy, travelers to the United States increased by 13.2% to a record 47,034 from the region.

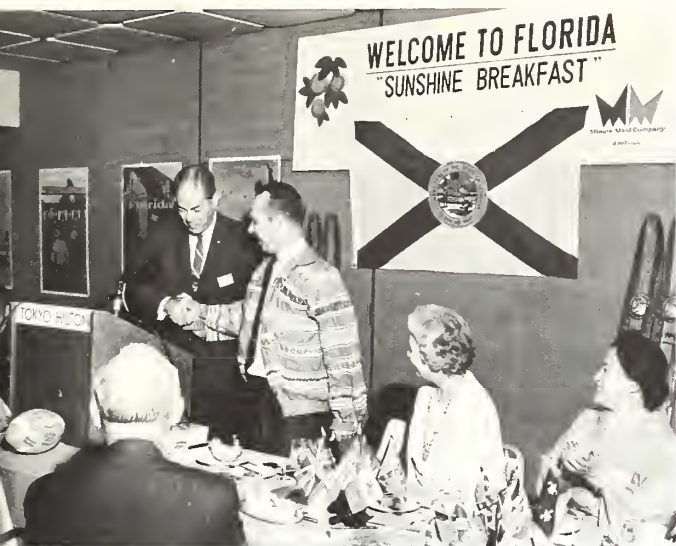
Two major deterrents to the VISIT USA program are the highest per mile air fares in the World from this region and the lack of free educational tours for travel agents to and through USA in contrast to other major travel destinations.

Main events were the Miss Disneyland promotion with the VISIT USA message, the United Airlines Sales Mission's Jetarama presentations, the P & O Orient Lines annual World Sales Conference and the launching of FESTIVAL USA '66 with press conferences, a special supplement in Australia's leading daily newspaper, the Sydney Morning Herald, and travel trade seminars in cooperation with principal carriers.

Group travel included Lawn Bowlers, Surf Life Saving Association, Christchurch Harmonic Society, escorted charter bus groups across USA through Greyhound and Continental Trailways, NZ Brass Band and a group to Hawaii.

Cooperating with USTS in seven VISIT USA nights, a VISIT USA week in Hamilton, New Zealand and other major promotions were Matson, P & O Orient, Pan American, Qantas, Air New Zealand, Braniff, Northwest Orient Airlines, TWA, United Airlines, National Airways Corporation, Greyhound, Continental Trailways, Hilton Hotels, and the New South Wales among others.

Seminars for travel agents were held on the SS



Mariposa, SS Monterey, and in South Australia, Western Australia and Victoria, and at P. & O. Orient headquarters, Sydney.

USTS TOKYO

During 1965, Tokyo became the first USTS post to utilize television as an advertising medium. From January through June, twenty-six weekly half-hour programs, "Let's See the U.S.A." were telecast in Tokyo and Osaka. The shows, moderated by a leading TV personality, featured Japanese guest experts recently returned from the United States and original footage of destinations and facilities specially filmed in the USA for the program by a Nippon Television Company camera crew.

Main events included the VISIT USA Travel Show in January, organized and sponsored by USTS in cooperation with the U.S. Trade Center in Tokyo. The exhibition marked the first time the U.S. Government has promoted American travel in a Trade Center. The show was designed to reach all levels of the Japanese travel trade, generate locally produced VISIT USA publicity and attract the attention of potential travelers. Two floors of the Trade Center were turned into a "walk through" exhibition based on a typical U.S. itinerary. Nearly 6,000 visitors took an imaginary trip to and through the United States, passing through corridors representing 12 carriers and into exhibits representing 22 destination areas.

An exhibit on U.S. homemaking and directed to women travelers was displayed at the Tokyo Asahi Home Show which attracted some 250,000 people between June 6 and 15.

Cooperating organizations included all of the participants in the Tokyo Trade Center Travel Show as follows: the tourist bureaus of New England, Hawaii, Las Vegas, Williamsburg, Florida, Washington, Alaska, Seattle, New York City, Portland, Denver, New Orleans, Los Angeles, San Francisco, Chicago, Philadelphia, Niagara/Buffalo, and Detroit; the National Park Service; Rail Travel Promotion Agency; American President Lines; Greyhound and Continental Trailways; Pan American, TWA, Delta, United and Northwest Orient Airlines; the Gray Line; Hilton Hotels and American Express International. Several of the foregoing also offered continued support of the VISIT USA program throughout the year.

A one and one-half hour slide and quiz seminar was developed and presented to agents and carriers throughout the Far East region.

Between September and December, intensified efforts were made to assist Japanese travel agents in upgrading the quality of their VISIT USA tour offerings.

Special Festival USA '66 presentations were well received by agents and carriers in Japan and the Philippines.

USTS/Tokyo was successful in developing Japan's first major international travel sections which now appear each month in *Asahi* and *Mainichi*, the country's leading newspapers.

Visiting delegations included a San Francisco trade promotion tour group in February and a similar group from the State of Washington in April. Governor Haydon Burns headed a delegation of Floridians on a travel promotion tour to Tokyo in September. In addition, Disneyland's 10th Anniversary Ambassador visited Tokyo in September.

Visitors coming...
***Let's be thoughtful
hosts!***



UNITED STATES TRAVEL SERVICE

*An agency
of the
U.S. Department
of Commerce*



This poster appeared on the Nation's 46,000 mail trucks.

The Secretary shall encourage the development of tourist facilities, low cost unit tours, and other arrangements within the United States for meeting the requirements of foreign visitors.

Sec. 2(2). International Travel Act of 1961

5

WELCOMING VISITORS FROM ABROAD— THE USTS AT HOME

Paramount to the success of the USTS program is the need for this nation to be a good host to its visitors from abroad. Successful and enjoyable visits to the United States have the following results: (a) enthusiastic visitors will become salesmen to others, and (b) understanding of the United States will be greatly augmented.

The Visitor Services program is aimed at making satisfied customers of millions of returning visitors each year, with the valuable support of the travel industry, private organizations, and the country's communities from coast to coast.

RECEIVING FOREIGN VISITORS

Entry Signs

The first physical contact the visitor has with the United States occurs upon arrival at a point of entry. The 14 USTS multilingual "Welcome Visitor" signs, which have been placed in the nation's

leading airports since the inception of the program, are showing signs of wear or have been damaged. Therefore, plans were developed during the year to redesign and replace the damaged signs.

Welcome Booklet

The visitor's passage through Immigration, Health, and Customs formalities offers the ideal opportunity for a further friendly welcome. Accordingly, a "Welcome to the USA" booklet was designed and is being printed in English, Spanish, French, and German. This 16-page booklet, which will be distributed beginning in 1966 by the U.S. Public Health authorities, contains practical information designed to assist the visitor during the first 24 hours within this country.

It explains our currency and where it may be obtained, the use of the telephone, mail and postage, available transportation facilities, and information on hotels and tipping.



Finnish tourists spend an evening as guests of Raleigh, North Carolina residents cooperating with the Americans at Home program.

INFORMATION ON THE U.S.A.

for
visiting
students



WELCOMING VISITORS *continued*

Americans-at-Home

Many business and pleasure visitors do not have friends or relatives in the United States. The Americans-at-Home program makes it possible for international visitors to see how we live, by spending a pleasant evening in an American home. A telephone call to a local Americans-at-Home center is sufficient to make the necessary arrangements.

By the end of 1965 a total of 49 cities had joined the program, which was inaugurated in the previous year. The cities added in 1965 were Bloomington, Indiana; Clearwater, Florida; Madison, Wisconsin; Niagara Falls, New York; Phoenix, Arizona; Rocky River, (Cleveland), Ohio; St. Petersburg, Florida; and York, Pennsylvania.

In 1965 the USTS began to publicize the program abroad by distributing leaflets in nine languages which explain how the program operates and which cities participate, and by mentions of specific Americans-at-Home communities in USTS consumer advertisements.

SERVICES TO INTERNATIONAL VISITORS

Besides the "Welcome to the USA" booklet mentioned above, other new publications, designed to aid the visitor, were sent to the printers in 1965. These include:

Information on the USA for Visiting Students

This new booklet, edited for the increasing num-

ber of student visitors, contains information on student tours, low cost travel plans, inexpensive accommodations, travel costs in the United States, student organizations within the country, and other helpful topics.

City Fact Sheets

A program of detailed information on 65 cities was inaugurated. Fact sheets, translated into a number of languages, will be made available through the USTS offices abroad to travel agents, tourists and others who plan trips to the United States. Included is information on such things as local limousine fares versus taxi fares from airport to the city, local currency exchange facilities, medical services, interpreters, hotel rates, store hours, holidays, liquor laws and local foreign newspapers, consular offices, ethnic societies and other facts of particular interest to guests from abroad.

Plant Tours for International Visitors to the United States

This popular 114-page booklet was completely up-dated during the reporting period. A two-year supply is being printed for distribution through USTS offices abroad in early 1966. It lists over 4,000 plant tours in the United States and its territories. The domestic demand for the booklet is being met, as in the past, through sale by the Superintendent of Documents.



COMMUNITY PROGRAMS

The Visitor Services Division continued to meet with many community groups throughout the country in order to strengthen local services for international visitors.

The do-it-yourself community kit, which serves as a guide for adapting community services to the needs of foreigners, was completely revised and reprinted. It contains materials for evaluating present levels of host services and suggestions for inexpensive projects to improve them. It also provides material on the establishment of tourism information centers, suggestions for conducting training schools for tourist service personnel, and guidelines for establishing community home visit programs.

HELPING THE FOREIGN MOTORIST

An increasing number of visitors are traveling by privately owned or rented cars within the United States. Therefore, international agreements which extend reciprocal driving privileges to the citizens of more than 80 countries now take on new meaning in terms of U.S. enforcement.

During the reporting period the Visitor Services Division began to work with the state and city enforcement and safety officials in developing a continuing program to encourage helpfulness to the foreign automobilist. At an October meeting in New Orleans of the American Association of Motor Vehicle Administrators, the USTS discussed the

various international conventions on road traffic as well as the role of the police officers as hosts to international visitors.

DOMESTIC PROMOTION

In addition to numerous speaking engagements and other contacts with communities, the Visitor Services Division also designed and printed a poster for the nation's 46,000 mail trucks. This appeared in August; the theme—*Visitors Coming—Let's Be Thoughtful Hosts!* A similar poster was designed to appear during April 1966.

INQUIRIES

A mounting number of inquiries from both Americans and foreigners were received during the year, almost double the level of 1964. These involved requests for information, literature, photographs, posters, and itinerary suggestions. Motorists, students, campers, sportsmen, and travel agents asked for specific information. Many inquiries came from American relatives of foreign visitors; a large number requested information about Visitor Services and the Americans-at-Home programs.

Finally, the Visitor Services Division handled increasing individual requests for travel information from Canada. Travel literature, including the Great Outdoors, the Tour Planner folder, regional folders, posters, and other informational materials are being mailed directly from Washington to Canadian sources.



The Secretary shall encourage the simplification, reduction or elimination of barriers to travel and the facilitation of international travel generally.

Sec. 2(4). International Travel Act of 1961

6

FACILITATING INTERNATIONAL TRAVEL

With the cooperation of other U.S. government agencies, the Facilitation and Planning Division during 1965 continued its assigned tasks to increase facilitation of international travel and to lower travel barriers. In addition, the Division worked with numerous foreign governments on facilitation problems, principally at international conferences concerning travel.

Planning for future USTS activities was generally dependent on interpretation and analysis of research and other economic data continually being gathered by the Division.

THE NATIONAL FACILITATION COMMITTEE

In May, the Subcommittee on Travel of the National Facilitation Committee began handling the activities and planning functions formerly carried out by the Interdepartmental Travel Policy Committee. This Subcommittee is under USTS chairmanship. The broad questions of travel policy are now referred to the Cabinet Committee on Travel under the chairmanship of the Vice President.

At a final meeting held January 15, the Interdepartmental Travel Policy Committee formulated a U.S. position for the January 27 meeting of the Organization for Economic Cooperation and Development tourism committee and approved a series of proposals implementing the recommendations of the 1963 UN Conference on Travel and Tourism held

in Rome. These were finally adopted by the Organization for Economic Cooperation and Development Council in July 1965.

ENTRY FORMALITIES

Agreement With Mexico

In September 1965 a new procedure was placed in effect for U.S. entry formalities for Mexicans as a result of an agreement reached between the U.S. Immigration and Naturalization Service and the Department of State. A new multiple entry border crossing card, free and good for four years, has now replaced the visa formerly required for all Mexican visitors who intend to remain in the U.S. for 72 hours or more. This card can be obtained at U.S.-Mexican border points or at U.S. consulates in Mexican cities.

Almost simultaneously, an agreement was reached by the two countries on increased airline service, further stimulating U.S.-Mexican travel.

Orientation Film

A 14-minute orientation film on existing U.S. entry formalities, entitled "Destination USA," was

FACILITATING INTERNATIONAL TRAVEL *continued*

produced by the USTS, with the help of the INS, the Bureau of Customs, the Department of Agriculture, the Public Health Service, and various U.S. flag carriers. The purpose of the film is to acquaint travelers and travel agents with the procedures and formalities they can expect on entering the United States.

CONTROLS AND BARRIERS

Currency Allowances

In December, the Japanese government announced that the currency allowance of \$500 per person for international pleasure travel would be permitted for each trip rather than on a yearly basis, effective January 1966.

Other significant currency allowance changes during the year include the following: Argentina raised its allowance to \$1,000 per trip and Iceland to \$385 per year.

Facilitation Developments

On January 25 the President approved the CAB recommendation in the "Foreign Air Carriers' Service to Alaska" case, whereby Air France, Japan Air Lines, SAS, Lufthansa and KIM were granted a three-year authorization to permit new stopover privileges in Alaska for through-passengers on polar flights between Europe and Japan.

On March 4, the U.S. Court of Appeals, District of Columbia, upheld the CAB's ruling that granted "spilt charter" authority on the North Atlantic to two U.S. supplemental carriers. For the first time, this permits two charter groups to travel on the same plane.

One of the most important developments occurred in Bermuda in October, when the International Air

Transport Association agreed to important transatlantic special charter and inclusive tour excursion fares and special westbound directional group fares for the first time. These lower fares will become effective in April 1966 and should serve to step up the present rate of increase in European travel to the United States.

MEASUREMENTS AND RESULTS

Research

In-depth research was contracted for in the United Kingdom and West Germany in order to update 1961 surveys made in these countries. The summary report on the UK findings was published in November; the German study will be released in 1966.

The purpose of these surveys is to assay the effectiveness of USTS promotional programs, to establish a profile of present travelers from these markets and to evaluate trends in the travel market.

Plans were made during the year to update two other 1961 market surveys, in France and Mexico.

Direct Mail Surveys

USTS offices abroad conducted direct mail surveys in the United Kingdom, France, West Germany, Mexico, and Australia during the summer of 1965. Samples were taken from persons who had telephoned, written, or visited the offices concerned for the purpose of testing the effectiveness of promotional efforts and to ascertain the travel patterns of actual and potential visitors. These reports will be published in the spring of 1966.

In December, in cooperation with international carriers, a survey of outbound travelers at Ken-

CHART 1

Visitors to the U.S. from Areas Served by USTS European Offices

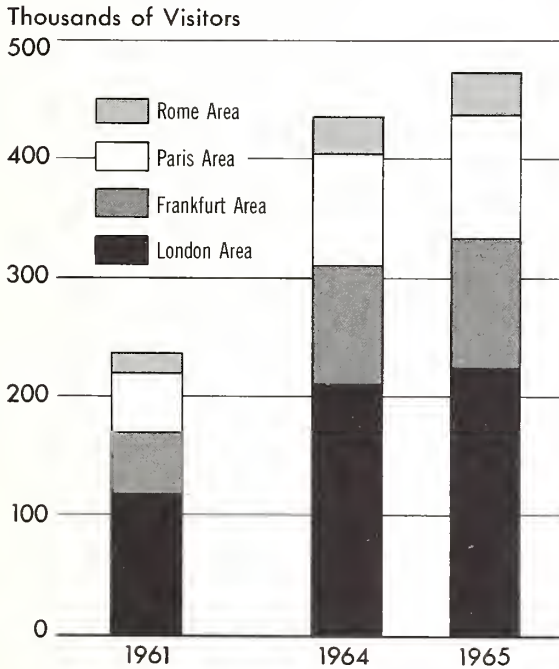
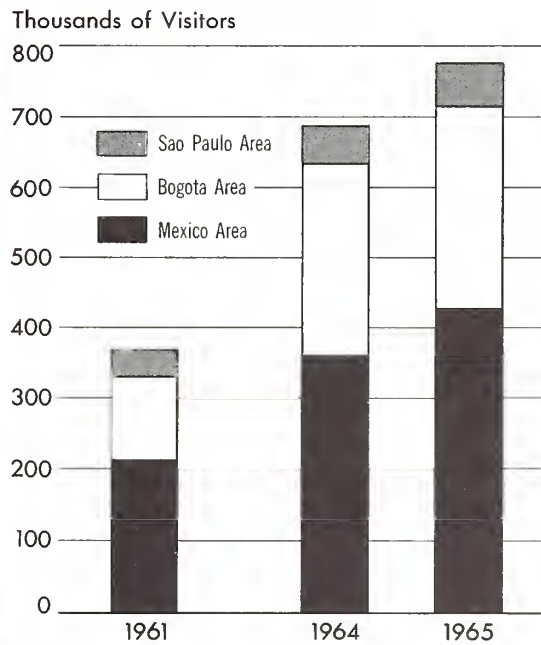
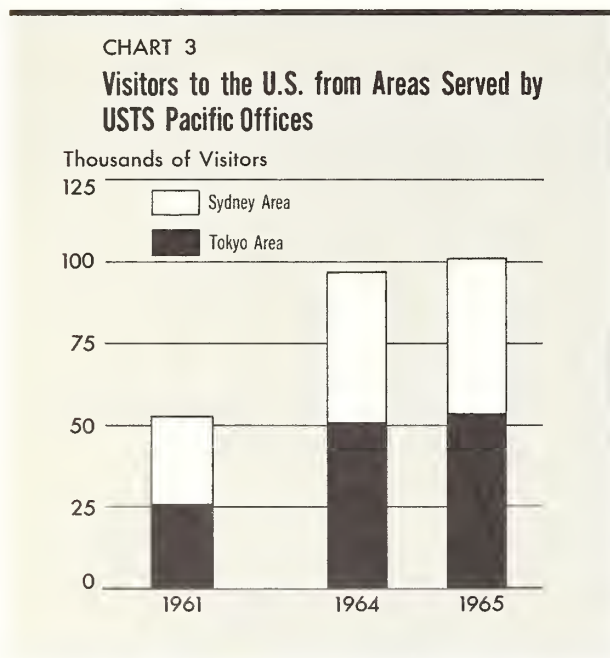


CHART 2

Visitors to the U.S. from Areas Served by USTS Latin American Offices



FACILITATING INTERNATIONAL TRAVEL *continued*



nedy International Airport was conducted by the Planning Research Corporation. This report will be published in 1966.

Statistics

A fourth report on foreign visitor arrivals designating port of entry and mode of carrier, covering the first half of 1965, was published during the year.

Additionally, USTS continued to analyze and publish monthly data on the number and country of origin of foreign visitor arrivals. These reports are valuable to the travel industry as a timely indicator of the inward flow of international visitors.

INTERNATIONAL CONFERENCES AND MEETINGS

The USTS continued to be represented at various international meetings through attendance by the Director of the USTS and/or the Director of the Facilitation and Planning Division or through the presentation of position papers. These meetings included the following:

PLEASURE AND BUSINESS VISITORS from USTS Office Areas, Regional Totals—European, Latin American, and Pacific

Region	1961	1962	1963	1964	1965
European.....	238,955	289,264	326,454	437,187	473,684
Latin American.....	369,005	427,964	545,069	686,232	776,189
Pacific.....	53,357	54,909	70,226	91,709	101,431
Total.....	661,317	772,137	941,749	1,215,128	1,351,304

<i>Meeting</i>	<i>Place</i>	<i>Date</i>	<i>Activity</i>
Organization for Economic Cooperation and Development.	Paris, France	Jan. 27	USTS attended the Tourism Committee of OECD meeting which approved and forwarded to the OECD Executive Committee and Council a progress report on implementation of the Rome recommendations on international tourism. The Council, on July 20, adopted the items referred to them by the Tourism Committee.
Pacific Area Travel Assoc. Annual Meeting.	Seoul, Korea	March 29-April 2	Under USTS leadership U.S. industry delegates and local representatives were successful in obtaining the April 1967 convention for Anchorage and Seattle. This will be the first PATA convention held in the United States since 1961. The U.S. invitation was endorsed in communications from the President and Secretary of Commerce.
International Union of Official Travel Organizations.	Bordeaux, France	April 26-28	Seminar on research and promotion.
Government and airline inspection and facilitation personnel.	Quebec	June 2-4	Annual joint meeting.
International Union of Official Travel Organizations	Varna, Bulgaria	June 8-11	USTS attended meeting of the Executive Committee.
Central America Tourist Bureau.	Managua, Nicaragua	July 23-24	USTS was represented at this the First Central American Tourism Seminar. The purpose of the seminar was to coordinate tourism promotion efforts in the Central American region.
IXth Inter-American Travel Congress.	Bogota, Colombia	July 28-Aug. 3	USTS prepared position papers and background information on the subject of developing western hemisphere travel potential. This resulted in an agreement to reassess the effectiveness of the present IATC structure.
U.S.-Japanese talks	Washington, D. C.	July 1965	Negotiations to liberalize currency allowance for Japanese pleasure travel.
American Society of Travel Agents Annual Convention.	Hong Kong	Sept. 19-25	USTS Director made a major speech at their annual gathering.
XIX General Assembly, International Union of Official Travel Organizations.	Mexico City	Oct. 20-27	This 93 nation meeting made 2-year plans including designation of 1967 as International Travel Year. The U.S. was elected to the Executive Committee.
Fourth Inter-American Travel Seminar.	Miami, Fla.	Oct. 27-29	Annual seminar and workshop.



ADMINISTRATION

ORGANIZATION

The tenth USTS overseas office was opened in Amsterdam in November in the U.S. Consulate, at Museumplein 19.

Two overseas staff meetings took place during the year; the USTS Latin American office directors attended a regional meeting in Caracas in August and the entire group of overseas office directors met in Washington in November.

PERSONNEL

John W. Black, Acting Director since April 1964, was appointed by the President as Director of the U.S. Travel Service in July 1965.

Other major changes in USTS personnel during 1965 included: Margaret B. Tyler replaced John R. Whittington as Administrative Officer in May; Rodney S. Bateman, Jr., joined the staff as an auditor in October; John R. Jaekel was transferred from his position as Deputy Director of the Paris Office to Director of the new USTS Amsterdam Office in October; Paul Lehman, Advertising Manager, resigned in December; Maximillian Ollendorff was appointed as Deputy Director of the Frankfurt Office in June; and Hans F. Regh replaced Jeanne Westphal as the Director of the Bogota Office in February.

CONTRACTS

In July of 1965, USTS exercised its options to have the D'Arcy Advertising Co. to continue as advertising counsel and to have Batten, Barton, Durstine and Osborn, Inc., continue as public relations counsel in the United States for FY 1966. November 1, 1965, the contract with Merchandising Programs, Inc., as sales promotion agency was extended to cover the balance of FY 1966.

BUDGET

The annual appropriation of funds for support of USTS programs was unchanged at \$3 million in both FY 1965 and FY 1966. These funds were distributed as follows:

	<u>FY-1965</u>	<u>FY-1966</u>
Direction and Management	\$179,000	\$226,000
Overseas Offices	924,000	890,000
Editorial Support	363,000	366,000
Sales Promotion.....	447,000	457,000
Advertising	738,000	700,000
Visitor Services.....	242,000	265,000
Facilitation and Planning	98,000	96,000
Lapsed Funds	9,000
Total.....	<u>\$3,000,000</u>	<u>\$3,000,000</u>

U.S. DEPARTMENT OF COMMERCE

OFFICE OF THE DIRECTOR

John W. Black — Director
 Vacant — Deputy Director

AUDITOR

Rodney Bateman

ADMINISTRATIVE OFFICE

Margaret Tyler — Administrative Officer
 Alfred Morris — Budget Officer
 Louise Cavaliere — Administrative Assistant

VISITOR SERVICES DIVISION

C. P. Austin — Director
 Thomas A. Carroll — Deputy Director
 Helen Brennan — Community Program Director

TRAVEL PROMOTION DIVISION

John Wason — Director
 Will Arey — Deputy Director
 Ben Butterfield — Sales Promotion Manager
 Lynn Beaumont — Media Relations Manager
 Paul Lehman — Advertising Manager

FACILITATION AND PLANNING DIVISION

Berney T. Wilburn — Director
 Thomas E. McCardeil — Deputy Director

LONDON OFFICE

Beverley E. Miller — Director
 Robert Briggs — Deputy Director

PARIS OFFICE

Richard H. Henty — Director
 Roger P. Biver — Deputy Director

FRANKFURT OFFICE

Karl Kuhn — Director
 Maximilian Ollendorf — Deputy Director

AMSTERDAM OFFICE

John R. Jaeckel — Director

ROME OFFICE

Christopher R. Sheryl — Director

SÃO PAULO OFFICE

Donn Dearing — Director

BOGOTA OFFICE

Han F. Regh — Director

MEXICO CITY OFFICE

Roger Jarman — Director

TOKYO OFFICE

Martin B. Pray — Director

SYDNEY OFFICE

Charles A. McGee — Director

APPENDIX A

MEMBERS APPOINTED FOR TWO-YEAR TERMS (January 1, 1965-January 1, 1967)

Clarence A. Arata
Executive Director
Washington Convention and Visitors Bureau
1616 K Street, N. W.
Washington, D. C.

Julian A. Bartolini, Director
Community Chapter Program
"People-to-People"
2401 Grand Avenue
Kansas City, Missouri

Windsor P. Booth, Chief
News Service
National Geographic Society
17th and M Streets, N.W.
Washington, D. C.

Gerald W. Brooks
Vice President--Marketing
American Airlines, Inc.
633 Third Avenue
New York, New York

Henry Burroughs, President
Gray Line, Inc.
1010 Eye Street, N.W.
Washington, D. C.

Lloyd B. Carswell
Vice President--Sales
Sheraton Corporation of America
Sheraton-Park Hotel
Washington, D. C.

Cyrus A. Collins, Vice President
Pan American-Grace Airways, Inc.
135 East 42nd Street
New York, New York

Irvin M. Frankel, President
American Society of Travel Agents
c/o The Travel Mart
Federal Building
Atlanta, Georgia

Honorable Voit Gilmore
State Senator
Southern Pines, North Carolina

Miss Marian Gough
Feature Editor
House Beautiful Magazine
572 Madison Avenue
New York, New York

John E. Graham
Vice President
Vance Corporation
Vance Building
Seattle, Washington

Mrs. Freddy Henderson
Executive Vice President
Henderson Travel Service
1691 Simpson Road, N.W.
Atlanta, Georgia

Admiral Ralph K. James (Ret.)
Executive Director
Committee of American Steamship Lines
1000 Connecticut Avenue, N.W.
Washington, D. C.

Robert F. Quain
Vice President, Sales and Marketing
Hilton Hotels Corporation
Conrad Hilton Hotel
Chicago, Illinois

Allen H. Rabin
Chairman of the Board
Rabin-Winters Corporation
700 North Sepulveda Boulevard
El Segundo, California

Dan A. Scott
Director, International Sales
Continental Trailways
315 Continental Avenue
Dallas, Texas

John D. Stewart
Vice President--Travel
American Express Company
65 Broadway
New York, New York

Miss Beatrice E. Wallenstein
Assistant Professor for Tourism
University of Hawaii
Honolulu, Hawaii

MEMBERS APPOINTED FOR TWO-YEAR TERMS
(January 1, 1964-January 1, 1966)

Connie B. Gay
Chairman of the Board
WGAY/WQMR
11306 Kemp Mill Road
Wheaton, Maryland

J. R. Getty
General Passenger Traffic Manager
Seaboard Air Line Railroad Co.
Richmond, Virginia

Charles Gillett, President
National Association of Travel Organizations
c/o N. Y. Convention and Visitors Bureau
90 East 42nd Street
New York, New York

Mrs. Lily Halpern
Special Representative
Mark Schreiber Advertising, Inc.
1090 Fox Street
Denver, Colorado

John Hoving
Communications Counsel
1000 Connecticut Avenue, N.W.
Washington, D. C.

John R. MacFaden
Public Relations Service
417 South Hill Street
Los Angeles, California

William H. McConnell
Vice President--Passenger Traffic
American Export Isbrandtsen Lines
26 Broadway
New York, New York

Thomas B. McFadden
Vice President, Marketing
Trans World Airlines, Inc.
605 Third Avenue
New York, New York

James Montgomery
Vice President--Passenger Sales
Pan American World Airways
200 Park Avenue
New York, New York

Arnold M. Picker, Vice President
United Artists Corporation
729 Seventh Avenue
New York, New York

Frank Sawyer, Sr.
Vice Chairman of the Board
Avis Rent-a-Car System
60 Park Avenue
Boston, Massachusetts

Fred Stecher
Vice President
First National City Bank
399 Park Avenue
New York, New York

Walter Sternberg, Vice President
Matson Navigation Company
215 Market Street
San Francisco, California

C. M. Thomas, Director of Sales
Greyhound Lines, Inc.
140 S. Dearborn Street
Chicago, Illinois

William J. Trent, Jr.
Assistant Personnel Director
Time, Inc.
Time and Life Building
New York, New York

Mrs. Mildred K. Wurf
Assistant Manager
American Travel Association
1012-14th Street, N.W.
Washington, D. C.

MEMBERS APPOINTED FOR ONE-YEAR TERMS
(January 1, 1965-January 1, 1966)

S. R. Newman, Jr.
Assistant to Vice President--Sales
United Air Lines
400 Post Street
San Francisco, California

Thomas Seedorff
Director of Public Relations
Public Relations Society of America
845 Third Avenue
New York, New York

SPECIAL ADVISERS APPOINTED FOR ONE-YEAR TERMS
(January 1, 1965-January 1, 1966)

William D. Patterson
Associate Publisher
The Saturday Review
380 Madison Avenue
New York, New York

Somerset R. Waters,
President
Child and Waters, Inc.
516 Fifth Avenue
New York, New York

APPENDIX B

Mr. Ed Ewing
Director, Bureau of Publicity
and Information
State of Alabama
Montgomery, Alabama

Mr. Morris Ford
Director, Division of Travel
Department of Economic Development
and Planning
Juneau, Alaska

Mr. James Farris
Director of Tourism
Government of American Samoa
Pago Pago, American Samoa

Mr. Robert J. Landry
Director, Arizona Development Board
1500 West Jefferson
Phoenix, Arizona

Mr. Bob Evans
Executive Director
Arkansas Publicity and Parks Commission
State Capitol
Little Rock, Arkansas

Mr. Adolph P. Schuman
Chairman, San Francisco World Trade
Center Authority
Ferry Building
San Francisco, California

Mr. Lewis R. Cobb
Director, Colorado Advertising and
Publicity Department
Division of Commerce and Development
40 Capitol Building
Denver, Colorado

Mr. Don Parry
Chief, Promotion and Public Relations Division
Connecticut Development Commission
State Office Building
Hartford, Connecticut

Mr. Samuel L. Shipley
Director, Delaware Development Department
Dover, Delaware

Mr. Schuyler Lowe
Director of General Administration
Government of District of Columbia
Washington, D.C.

(Alternate)

Mr. Clarence A. Arata
Executive Director
Washington Convention and Visitors Bureau
1616 K Street, N.W.
Washington, D.C.

Mr. Roger Stake
Executive Director
Florida Development Commission
Tallahassee, Florida

Mr. Bill Hardman
Manager, Tourist Division
Georgia Department of Industry and Trade
100 State Capitol
Atlanta, Georgia

Mr. Rex Wills, II
Executive Secretary
Guam Tourist Commission
Post Office Box 682
Agana, Guam

Mr. James M. Morita
President
Hawaii Visitors Bureau
2051 Kalakaua Avenue
Honolulu, Hawaii

Mrs. Louise Shaddock
Executive Secretary
Idaho Department of Commerce and Development
State House
Boise, Idaho

Mr. Richard J. Newman
Chief, Division of Tourism
Illinois Board of Economic Development
160 North LaSalle Street
Chicago 1, Illinois

Mr. Charles W. Kirk, Jr.
Executive Director
Indiana Department of Commerce
333 State House
Indianapolis, Indiana

Mr. Martin H. Miller
Director of Public Relations
Iowa Development Commission
200 Jewett Building
Des Moines, Iowa

Mr. Jack Lacy
Director, Kansas Department of Economic
Development
State Office Building
Topeka, Kansas

Miss Cattie Lou Miller
Commissioner, Department of Public Information
Capitol Annex Building
Frankfurt, Kentucky

Honorable J. C. Gilbert
State Senator
Sicily Island, Louisiana

Mr. Robert O. Elliot
Director, Vacation Travel Promotion
Department of Economic Development
State House
Augusta, Maine

Mr. Gilbert A. Crandall
Chief, Tourist Division
Department of Economic Development
State Office Building
Annapolis, Maryland

Mr. Lawrence J. Flynn, Commissioner
Bureau of Vacation-Travel
Massachusetts Department of Commerce
and Development
150 Causeway Street
Boston, Massachusetts

Mr. William T. McGraw
Director, Michigan Tourist Council
Lansing, Michigan

Mr. William B. Farrell
Commissioner, Minnesota Department of
Business Development
State Capitol
St. Paul, Minnesota

Mr. Ned O'Brien
Travel Director
Mississippi Agricultural and Industrial Board
State Office Building
Jackson, Mississippi

Mr. E. B. Kinder
Director, Travel and Recreation
Missouri Division of Commerce and
Industrial Development
Eighth Floor, Jefferson Building
Jefferson City, Missouri

Mr. Orvin Fjare
Advertising Director, Highway Commission
State of Montana
Helena, Montana

Mr. Lawrence W. Youngman
Travel and Transport, Inc.
First National Bank Building
Omaha, Nebraska

Mr. Robert Warren
Director, Department of Economic Development
State Capitol
Carson City, Nevada

Mr. Edward Brummer
Woodbound Inn
Jaffrey, New Hampshire

Mr. Richard J. Larkin
Chief, State Promotion Section
Department of Conservation and Economic
Development
520 East State Street
Trenton, New Jersey

Mr. James Thorpe
Bishop's Lodge
Santa Fe, New Mexico

APPENDIX B *continued*

Mr. Joseph J. Horan
Director, Bureau of Travel
State Department of Commerce
Albany, New York

Mr. Bill F. Hensley, Director
Travel Information Division
Department of Conservation and Development
Raleigh, North Carolina

Mr. James T. Hawley
Director, North Dakota Travel Department
State Highway Department
Bismarck, North Dakota

Mr. Paul Sherlock
Chief, Division of Travel and Recreation
Department of Industrial and Economic
Development
65 South Front Street
Columbus, Ohio

Mr. Jeff Griffin
Planning and Resources Board
500 Will Rogers Memorial Building
Oklahoma City, Oklahoma

Mr. Dennis D. Clarke
Director, Travel Information Division
Oregon State Highway Commission
Salem, Oregon

Mr. Robert R. Shoemaker
Director, Travel Development Bureau
Pennsylvania Department of Commerce
Harrisburg, Pennsylvania

Mr. Rafael Durand
Administrator, Economic Development
Administration
P.O. Box 2672
San Juan, Puerto Rico

Mr. Leonard J. Panaggio
Chief, Publicity and Recreation Division
Rhode Island Development Council
Roger Williams Building
Providence, Rhode Island

Mr. Paul I. Cook
Chief, Travel and Information Division
State Development Board
Columbia, South Carolina

Mr. Richard Kitchen
Director of Publicity
South Dakota Department of Highways
State Highway Building
Pierre, South Dakota

Mr. Donald M. McSween
Commissioner, Tennessee Department of
Conservation
Cordell Hull Building
Nashville, Tennessee

Mr. Frank Hildebrand
Executive Director
Texas Tourist Development Agency
P.O. Box TT, Capitol Station
Austin, Texas

Mr. Emanuel A. Floor
Director, Utah Tourist and Publicity Council
Council Hall--State Capitol
Salt Lake City, Utah

Mr. Elbert G. Moulton
Commissioner
Vermont Development Department
Montpelier, Vermont

Dr. Albert J. Prendergast
Commissioner of Commerce
The Virgin Islands of the United States
Charlotte Amalie, St. Thomas
Virgin Islands, U.S.A.

Mr. J. Stuart White
Commissioner, Division of Public Relations
and Advertising
Department of Conservation and Economic
Development
State Office Building
Richmond, Virginia

Mr. Ted R. Knightlinger
Manager, Tourist Promotion Division
Department of Commerce and Economic
Development
General Administration Building
Olympia, Washington

Mr. Robert R. Bowers
Director, Travel Development Division
West Virginia Department of Commerce
State Capitol
Charleston, West Virginia

Mr. Harry C. Thoma
Supervisor, Vacation and Travel Service
Wisconsin Conservation Department
P.O. Box 450
Madison, Wisconsin

Mr. Frank Norris
Director
Wyoming Travel Commission
Cheyenne, Wyoming

APPENDIX C

TABLE 1.--PLEASURE AND BUSINESS VISITORS TO THE UNITED STATES
BY COUNTRY OR REGION OF LAST PERMANENT RESIDENCE

Area and country	1961	1964	1965	Percent increase 1965-64	Percent increase 1965-61
London Office:					
UNITED KINGDOM.....	93,653	162,497	174,934	7.7	86.8
Iceland.....	612	1,470	1,592	8.3	160.1
Ireland.....	4,483	11,432	10,302	(-9.9)	129.8
Denmark.....	5,293	8,303	8,433	1.6	59.3
Finland.....	2,146	3,711	4,157	12.0	93.7
Norway.....	4,314	6,478	7,203	11.2	67.0
Sweden.....	9,431	17,220	17,457	1.4	85.1
Total.....	119,932	211,111	224,078	6.1	86.8
Frankfurt Office:					
WEST GERMANY (including					
Berlin).....	38,028	76,910	84,046	9.3	121.0
Austria.....	3,114	6,480	6,075	(-6.3)	95.1
Switzerland.....	11,051	17,133	19,769	15.4	78.9
Total.....	52,193	100,523	109,890	9.3	110.5
Paris Office:					
FRANCE.....	24,270	48,591	53,539	10.2	120.6
Belgium.....	5,229	10,241	9,551	(-6.7)	82.7
Luxembourg.....	184	524	433	(-17.4)	135.3
Netherlands.....	15,295	21,959	24,849	13.2	62.5
Spain.....	4,477	10,398	11,239	8.1	151.0
Portugal.....	950	2,911	3,624	24.5	281.5
Total.....	50,405	94,624	103,235	9.1	104.8
Rome Office:					
ITALY.....	16,425	30,929	36,481	18.0	122.1
Total European Offices..	238,955	437,187	473,684	8.3	98.2
Total Europe.....	247,855	458,289	493,690	7.7	99.2
Sao Paulo Office:					
BRAZIL.....	9,334	16,696	18,990	13.7	103.4
Argentina.....	18,224	23,028	27,697	20.3	52.0
Paraguay.....	227	455	655	44.0	188.5
Uruguay.....	1,749	3,158	2,507	(-20.6)	43.3
Chile.....	5,680	9,423	11,418	21.2	101.0
Total.....	35,214	52,760	61,267	16.1	74.0
Bogota Office:					
COLOMBIA.....	11,798	35,172	27,131	(-22.9)	130.0
Ecuador.....	2,522	7,333	8,108	10.6	221.5
Peru.....	7,701	21,502	25,545	18.8	231.7
Venezuela.....	21,127	37,075	44,207	19.2	109.2
Bolivia.....	916	1,993	2,159	8.3	135.7
Panama.....	2,978	6,556	8,039	22.6	169.9
Jamaica.....	9,515	22,188	22,474	1.3	136.2
Dominican Republic.....	8,756	51,090	43,981	(-13.9)	402.3
Haiti.....	2,663	5,427	5,273	(-2.8)	98.0
Bahamas.....	19,310	28,711	37,032	29.0	72.1

APPENDIX C *continued*

TABLE 1.--PLEASURE AND BUSINESS VISITORS TO THE UNITED STATES
BY COUNTRY OR REGION OF LAST PERMANENT RESIDENCE--Con.

Area and country	1961	1964	1965	Percent increase 1965-64	Percent increase 1965-61
Bogota Office--Con.:					
Trinidad and Tobago.....	5,581	9,687	9,606	(-0.1)	72.1
Other West Indies.....	26,557	45,034	52,811	17.3	98.9
Total.....	119,424	271,768	286,366	5.4	139.8
Mexico City Office:					
MEXICO.....	197,710	324,693	383,771	18.2	94.1
Costa Rica.....	2,494	6,996	7,273	4.0	191.6
Nicaragua.....	2,359	5,994	7,579	26.4	221.3
Honduras.....	1,934	4,972	6,224	25.2	221.8
El Salvador.....	3,354	7,817	8,800	12.6	162.4
Guatemala.....	6,516	11,232	14,909	32.7	128.8
Total.....	214,367	361,704	428,556	18.5	100.0
Sydney Office:					
AUSTRALIA.....	18,897	27,904	30,864	10.6	63.3
New Zealand.....	6,570	8,558	10,814	26.4	64.6
Other Oceania.....	1,725	5,103	5,356	5.0	210.5
Total.....	27,192	41,565	47,034	13.2	73.0
Tokyo Office:					
JAPAN.....	19,872	36,874	39,953	8.4	101.1
Hong Kong.....	1,561	2,812	3,421	21.7	119.2
Philippines.....	4,732	10,458	11,023	5.0	132.9
Total.....	26,165	50,144	54,397	8.5	107.9
Africa.....	6,410	10,805	11,912	10.2	85.8
Total areas covered by USTS.....	661,317	1,215,128	1,351,304	11.2	104.3
Total Overseas areas covered by USTS ¹	463,607	890,435	967,533	8.7	108.7
Other Overseas Areas ²	52,545	71,212	72,469	1.8	37.9
Total Overseas ³	516,152	961,647	1,040,002	8.1	101.5
Total ⁴	713,862	1,286,340	1,423,773	10.7	99.4

¹Excludes Mexico.

²Indirect coverage in many of these countries is achieved through use of promotional materials made available in respective U.S. Consulates.

³Excludes Canada and Mexico.

⁴Excludes Canada.

NOTE: Based on Immigration and Naturalization Service data. Figures may vary with other official reports on travel since only visitors entering the United States on business or pleasure visas (B1 and B2 visas) are used. Categories such as transit aliens, foreign government officials, and students are excluded.

APPENDIX C *continued*

Table 3.--GROWTH OF TRAVEL TO AND FROM THE UNITED STATES 1951-65
(Thousands of visitors)

Year	Foreign visitors to United States ¹				U.S. visitors to other countries ²			
	Overseas	Mexico	Total (excluding Canada)	Canada	Overseas	Mexico	Total (excluding Canada)	Canada
1951.....	203	25	228	2,321	684	404	1,088	3,935
1952.....	246	22	268	2,636	772	421	1,193	4,065
1953.....	228	70	298	2,760	827	395	1,222	4,271
1954.....	247	64	311	2,708	912	475	1,387	4,201
1955.....	276	90	366	4,051	1,075	499	1,574	4,380
1956.....	303	104	407	4,277	1,239	547	1,786	4,407
1957.....	344	112	456	4,452	1,369	569	1,938	4,452
1958.....	383	132	515	4,486	1,398	582	1,980	4,450
1959.....	426	144	570	4,676	1,516	611	2,127	4,774
1960.....	491	165	656	4,775	1,634	601	2,235	4,725
1961.....	516	198	714	5,471	1,575	622	2,197	9,372
1962.....	604	212	816	4,938	1,767	730	2,497	10,080
1963.....	735	258	993	4,977	1,990	848	2,838	10,366
1964.....	962	325	1,287	5,148	2,220	E 933	3,153	11,189
1965.....	1,040	384	1,424	E 5,800	2,620	E 1,000	3,620	E 11,600

E--Estimated.

¹Includes pleasure and business visitors from overseas, Mexican pleasure and business visitors who remained in the U. S. over 72 hours, and visitors from Canada who remained in the U. S. for 48 hours to 1960. For 1961, and subsequent years, the Canadian total reflects visits of 24 hours or more.

²U.S. visitors to other countries: includes all categories. Totals for Americans visiting Canada were revised beginning in 1961 to reflect visits of 24 hours or more instead of 48 hours as previously shown.

Source: Immigration and Naturalization Service; Canadian Bureau of Statistics; Mexican Government Tourist Department; and U.S. Department of Commerce.

Table 4.--HISTORICAL DEVELOPMENT OF THE UNITED STATES TRAVEL DEFICIT, CALENDAR YEARS 1960-65
(In millions of dollars)

Calendar year	Receipts from foreign visitors in the United States	Expenditures by U. S. residents in foreign countries	Imbalance (expenditures less receipts)	Foreign payments to U. S. carriers	U. S. payments to foreign carriers	Imbalance including international payments and fares (expenditures less receipts)
1960.....	875	1,732	-857	106	505	-1,256
1961.....	885	1,735	-850	110	507	-1,247
1962.....	878	1,885	-1,007	113	575	-1,469
1963.....	934	2,090	-1,156	118	615	-1,653
1964.....	1,095	2,201	-1,106	150	645	-1,601
1965 ^p	1,212	2,400	-1,188	165	720	-1,743

p = Preliminary.

Note: Expenditures by all temporary visitors including border crossers.

Source: U. S. Department of Commerce, Office of Business Economics.



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